

## **COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	Master in Business Administration
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Business Research
<b>Course Code:</b>	MGT 7160
<b>Course Leader:</b>	Carola Hieker
<b>Student Engagement Hours:</b>	100 (2 credit MA course)
Lectures:	8
Seminar / Tutorials:	14
Independent / Guided Learning:	78
<b>Semester:</b>	Spring
<b>Credits:</b>	10 UK CATS credits 5 ECTS credits 2 US credits

### **Course Description:**

This course discusses the main concepts and techniques involved in the field of business. The course develops four main themes: research in context which puts the student as the researcher and as the user of research; research methodology which deals with the nature and limitations of different philosophies of research design e.g. deductive versus inductive approaches: qualitative versus quantitative approaches and the role of literature: research method which deals with advantages and issues associated with the use of various data collection methods including observation, use of groups, interviewing techniques and questionnaire design. At the end of the class a research proposal for the upcoming dissertation needs to be prepared which deals with issues of planning, literature review, topic selection, access to data, schedules, action plans, writing styles and referencing systems.

### **Prerequisites:**

N/A

### **Aims and Objectives:**

The aim of this course is to enable students to critically discuss, select and justify research approaches and research methods in relation to an appropriately formed research proposal which addresses a relevant business or economics issue. Understand and apply the steps

required to create a literature review and how to apply appropriate research designs for quantitative and qualitative research.

**Programme Outcomes:**

A1, A2, A3

B1, B2, B4, B5

C1, C2

D1, D2, D3, D4

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Subject Knowledge and Understanding**

- Critically discuss, select and justify research approaches and research methods
- Understand various concepts of research methods.
- Understand how to apply appropriate research designs for quantitative and qualitative research.
- Understand structure and citation in all academic work.
- Ability to analyse critically.

**Cognitive Skills**

- Evaluate different research approaches
- Design and undertake substantial investigation into the chosen research area
- Critically evaluate the effectiveness of methodological approaches
- Select appropriate methodological approaches

**Subject-Specific, Practical and Professional Skills**

- Formulate an appropriately formed research proposal which addresses a relevant business or economics issue

**General/Transferable Skills**

- Effective written and oral communication in a range of different media

**Indicative Content:**

- Introduction to the specificity of Business Research
- Identifying relevant research questions
- Integrating research in an existing body of knowledge
- Using the literature and scholar resources
- Research plan and schedule
- Choosing a quantitative method/ Independent variable, interdependent variable, nominal, ordinal, interval, ratio variables
- Choosing a qualitative method / Participant selection, target groups / Interviews, focus groups
- Thematic analysis, narrative analysis, content analysis
- Writing styles, citations
- Writing a research proposal for the chosen dissertation topic

**Assessment:**

Students will be required to produce a research proposal of 1500 words which will include a presentation to the class.

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

**Teaching Methodology:**

This component will be divided between lectures and workshops. Lectures will offer an overview of the key theories and concepts, alongside with a critical perspective. Workshops will be the occasion for students to engage in developing their own research project and practicing with the use of statistical software for data analysis. Students are expected to read the corresponding chapters in the course textbook before each session. Blackboard will be used to upload lecture notes and other essential course-related information and material.

**Indicative Text(s):**

- Bryman, A. and Bell, E. (2011). *Business research methods*. New York: Oxford University Press.
- Ghauri, P. and Grønhaug, K. (2010). *Research methods in business studies*. Harlow: Financial Times/Prentice Hall.
- Gray, D. (2017). *Doing Research in the Real World*. London: Sage Publications.
- Saunders, M., P. Lewis and A. Thornhill (2012) *Research Methods for Business Students*, Pearson Education
- Thomas, G. (2017). *How to do your research project*. London: Sage Publishing

**Journals**

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**Web Sites**

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See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Assessments, credits, reading list, indicative content, learning outcomes	March 18	
Course Title, learning outcomes	Nov 18	